



Advertising in the 2011 Official Idaho Travel Guide

The Official Idaho Travel Guide is the definitive planning resource for travelers interested in experiencing the best of Idaho with statewide and regional information, full-color photography, detailed maps, comprehensive lodging and attraction listings and your ad. Plus, now we produce a digital version, available on visitidaho.org with live links to each advertiser, virtual tours of each region and customization features.

1. 140,000 Travel Guides were printed for 2010.

The Guide is put directly in the hands of potential travelers who have requested it by calling 1-800-visitid, ordering the publication through the official tourism website, visitidaho.org or by picking it up at destinations statewide.

2. Distributed nationally, internationally and online.

The Guide is distributed to those who request it by phone, web, mail, through Idaho Chambers of Commerce, Visitors Centers, travel shows. The Digital Guide is also available 24/7 at visitidaho.org/digital. The online Guide includes interactive features including hyperlinks to your specific promo page, customization and virtual tours.

3. Backed by an aggressive integrated multimedia campaign.

Idaho Tourism advertising vehicles, including print, online and email, drive audiences to visitidaho.org where they can request a Guide.

4. Affordable ad rates.

Advertising rates in the Travel Guide are scaled to work for any size budget or business. Four-color, in-column advertising space in the Guide's lodging and attraction listings section begins as low as \$199. Display and premium ad sizes are also available.

Directory	Rate	Display	Rate	Premium	Rate
One photo or logo, 10 words	\$199	1/3 Page	\$2,525	Inside Front Cover	\$9,675
One photo, logo, 20 words	\$325	½ Page	\$3,675	Inside First Page	\$9,675
One photo, logo, 30 words	\$385	2/3 Page	\$4,525	Inside Back Page	\$9,675
Two photos, logo, 40 words	\$445	Full Page	\$6,325	Inside Back Cover	\$10,650

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